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Flight Dates: 10/29-11/5

Stations	Day/Time	Code	GRPs	Gross Cost	CPP	Adults 25-54												Total				
						2012																
						Units / GRPs / Gross Cost by Week - Monday Dates																
						10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24	12/31	Units	GRPs	Gross Cost	
KVBC NBC 3 :30	M-F 4:30-5a Wagners	0-EM	1.2	\$200.	\$167				6		4									10		14.0
KVBC NBC 3 :30	M-F 5-6a Wagners	0-EM	1.8	\$450.	\$281				8.2		5.8											\$3,325.
KVBC NBC 3 :30	M-F 11a-12p Rachael Ray	1-DT	1.2	\$325.	\$271																	
KVBC NBC 3 :30	M-F 9-10a Today II	1-DT	1.8	\$425.	\$236															2		\$660.

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10/25/2012

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